Automotive News

October 31, 1988

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Transplants falling short of U.S. goal

Suppliers lose out on Big 3 contracts

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NASHVILLE, Tenn. — Many of the Japanese auto suppliers now invading the U.S. market are having a tougher time than they expected.

A new study claims a high percentage of transplants are failing to meet either profit or sales goals in the United States and that many are rethinking their American strategies. The greatest area of dissatisfaction is the suppliers' failure to crack the domestic original-equipment market.

According to an unpublished study conducted by the international management consulting firm A.T. Kearney, 40 percent of the Japanese auto parts suppliers now manufacturing in the United States are disappointed in their results. Although many entered the market with low initial profit expectations, respondents admitted sales goals are not being met.

The study, commissioned by Japanese automotive producers, found that the transplants' greatest source of disappointment has been their failure to penetrate the domestic OEM market.

As a result, some of the transplants are late in reaching scheduled production volume, further reducing sales performance, according to the study.

"In most cases, they came here primarily to supply the Japanese OEMs in the United States," said Earl Landesman, a Kearney principal who worked on the study. "They knew those sales wouldn't be adequate to support them, and they counted on supplying the Big 3 to make up the difference. But it

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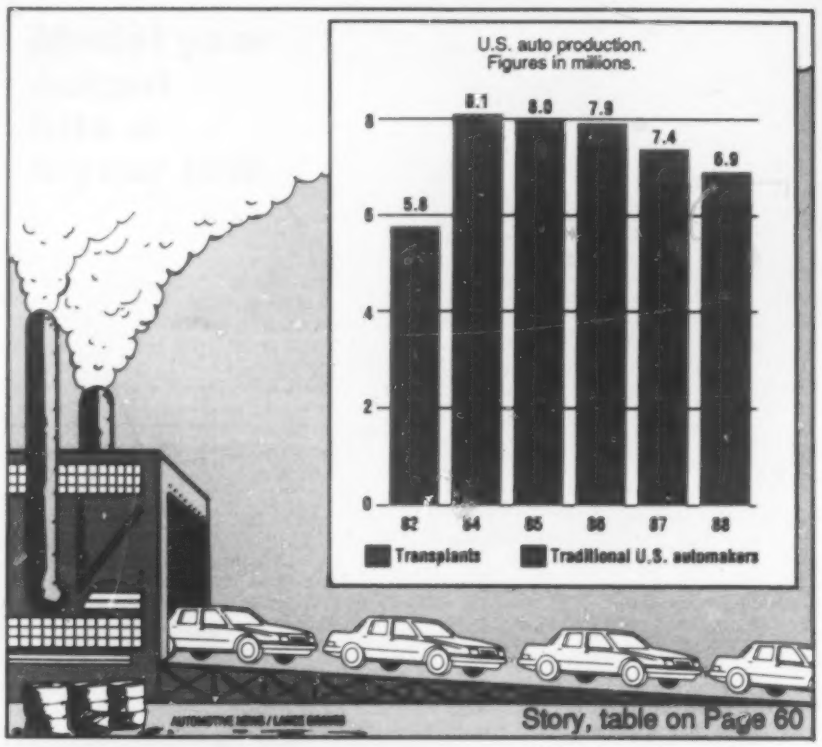

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LIDO'S DECADE: *He saved Chrysler, but heads rolled*

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Lee Iacocca celebrates his 10th anniversary at Chrysler Corp. this week, but few officers on the company payroll today can join him in reminiscing about that fateful Thursday, Nov. 2, 1978.

Of the 29 officers heading Chrysler Corp. and Chrysler Motors today, only one was a corporate officer the day Iacocca walked into the company's Highland Park headquarters as president and chief operating officer.

Glenn E. White, Chrysler Corp. vice president — personnel and organization, is the sole member of today's executive team who was an officer then. White joined Chrysler in 1953 and was named a vice president in 1968.

"Over a three-year period, I had to fire 33 out of 35 vice presidents," Iacocca said in his best-selling autobiography. "That's one a month. In a few cases, I tried to resurrect some of the executives, but it didn't work — they just couldn't cut it."

In fact, among the 29 officers leading Chrysler today, only eight — including White — were even working at Chrysler Nov. 2, 1978.

Of the remaining 21, nine joined Iacocca in 1979 and 1980 and helped him resuscitate the dying company and breathe into it the financial fitness it is now enjoying. Chrysler Motors Chairman Gerald Greenwald and Chrysler Corp. Vice Chairman Robert S. Miller Jr. — both members of the corporate executive committee — are among those nine.

As Iacocca became the front man, pleading with a Congress unsympathetic to the domestic industry — builder of gas-guzzlers

see IACOCCA, page 61

Import group nixes NADA merger plan

By Edward Lapham and Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTERS

The retail industry's two most influential trade groups — the National Automobile Dealers Association and the American International Automobile Dealers Association — forged plans for independent futures last week.

While NADA's board met in Pebble Beach, Calif., to ratify its election of new officers, AIADA officials met in Washington and decided not to proceed with proposed merger talks with NADA.

Directors voted unanimously for "no change in the independence or autonomy of the American International Automobile Dealers Association," climaxing discussions by the two groups that began last spring.

Portland, Ore., megadealer Ron Tonkin, whose election as next year's NADA president was sealed at the Pebble Beach meeting, said the AIADA decision would not affect NADA or his agenda.

"The time of the dealer has come — it has arrived," Tonkin said last week in an interview following his uncontested election. "The movement will go forward — whether the cause of the dealer is advanced by one organization or by two."

Tonkin, who is a member of both NADA and AIADA, was instrumental in arranging preliminary talks between the two organizations.

Although AIADA decided to abandon the talks, the AIADA directors did approve a resolution stating: "We will continue the existing working relationship between NADA and AIADA."

AIADA Chairman Lee G. Seidman said, "Our decision was based on recognition of the fact that the interests of all automobile dealers will be best served if the associations remain independent and autonomous. While, in many ways, the differences that distinguish domestic dealers from international dealers have been blurred, the international dealers feel that their special interests still require the efforts of an association dedicated solely to their concerns."

Membership in the group has grown in recent years, as has AIADA's lobbying efforts on trade legislation.

AIADA President Robert E. McElwaine said the merger discussions "had nothing to do with my decision to retire on Oct. 31 of next year. I will definitely retire from the presidency of AIADA at that time, al-

see NADA, page 59

First of the megadealers

Victor Potamkin remains powerful force

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Two distinguished men get up from the table and start toward the door of the comfortable and proper dining room at the 21 Club.

On the way, one of them stops at the table where car dealer Victor Potamkin is lunching with his sons Robert and Alan and guests.

"Hello, Vic, how are you?" one says to Potamkin.

Potamkin rises quickly, as do his sons.

"Robert, you remember Cy Vance don't you?" Potamkin asks, introducing Cyrus R. Vance, U.S. secretary of state during the Carter administration, to his sons and his guests.

It is not the only time this lunch is interrupted by rich and powerful friends. Everyone, it seems, knows Victor Potamkin.

At 77, Potamkin is healthy and, he claims, still the biggest car dealer in Manhattan. In the year since he sold his two New York City Cadillac stores to former race driver Roger Penske, Potamkin has remained the most visible car dealer in America's largest metropolis despite being in self-proclaimed semi-retirement.

The publicity generated by the transaction and attendant pledges by the Penske organization to improve sales and service performance, customer satisfaction and even the dealership facilities have rankled the Po-

see POTAMKIN, page 56

DOUG GOODMAN

From right: dealers Robert, Victor and Alan Potamkin

Sleek Soviet minivan gets N.Y. unveiling

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — The Soviet auto industry plans to unveil the Debut, a minivan that may someday be exported to the United States, at a trade show here next month.

"We hope it will please you," said Bagrat Aroutiounov, a member of the Presidium and chief of Soviet Exhibitions Abroad for the U.S.S.R. Chamber of Commerce and Industry.

"It's a new prototype. We haven't shown it before," Aroutiounov said at a press conference last week. He referred to the Debut

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san adds to plants, pes EPA hurdle Page 2

U.S. maker eyes Magna to make niche vehicle Page 4

Big 3 post record sales and profits Page 58

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Fuller: "We are trying to follow a basic theory here at VW U.S.: Promise less and deliver more."

AUTOMOTIVE NEWS/JOE WILDERS

Mexico to build VW Jetta for U.S.

GL due next summer; Mexican Golf, GTI arrive early in '89

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

TROY, Mich. — Volkswagen of America will import the Jetta GL from Mexico next summer, the second line to be sourced from that country since the closing of the company's U.S. assembly plant earlier this year.

Production of the 1990 Jetta GL will begin next summer at Volkswagen de Mexico's plant in Puebla. The car will join the Golf/GTI, which begin arriving from Mexico as 1989 models in January.

The change will establish a clear sourcing pattern for the Volkswagen United States franchise. VW's volume cars — the subcompact Fox and compact-sized Golf/GTI and Jetta GL — will all come from low-wage countries south of the border. More complex versions of those cars and VW's specialty models will be built in Europe.

A VWoA spokesman said that there is some concern about importing VW's best sellers solely from Brazil and Mexico, where economic conditions have been less than ideal. But both countries have become more stable, he said. And in a worse-case situation, VW could turn to Europe for Golfs, Jettas and GTIs. The Fox is built only in Brazil.

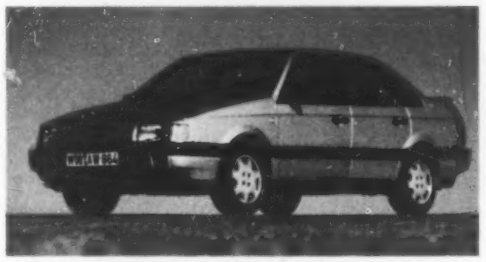
The sourcing is just one of many changes taking place within VW as it continues on a five-step strategy aimed at rebuilding the franchise.

The division's sales, on the decline for the third straight year, are expected to come in at about 180,000 in 1988, about 17 percent below 1985 levels, said James Fuller, vice president in charge of Volkswagen United States.

And while the company is looking ahead to three new products that will push the marque into new upscale territory next year, its bread-and-butter models are showing signs of age.

Even with the new arrivals, Fuller predicted sales again will be in the 180,000 range next year. The projections are deliberately cautious, Fuller said. But the conservatism also reflects a need to keep dealers off a business roller coaster.

"What we have to do is find that balance between a realistic sales projection for coming years and support that with production capacity," said Fuller.



VW sees Passat annual volume at 25,000

He added: "We are trying to follow a basic theory here at VW U.S.: Promise less and deliver more."

As a result, VW will again attempt to stay out of the industry incentive battle, especially on its higher-volume products. Fuller views incentives as distress marketing — a practice that may boost sales in the short run but erodes dealer margins and makes planning difficult.

The projections also reflect some other challenges. The Jetta and Golf/GTI, already six years in the U.S. market, aren't scheduled to be replaced until the 1992 model year.

The Fox, meanwhile, a crucial entry-level product, has absorbed a 17 percent price increase in the last year alone, Fuller said, primarily because of economic troubles in Brazil. Its price will go up another 4 percent as 1989 models arrive this month.

Though three new products aren't expected to bring large additional volumes, they will help mark a change in direction for the franchise — both in terms of styling and in market coverage.

The first, Corrado will probably account for about 5,000 sales next year, Fuller said. Annual volume should be about 8,000 after that. The Corrado launch has been delayed by about six weeks, and the car is now expected to arrive in May. Fuller said the delay will ensure adequate volumes are on hand when the car comes out.

The $20,000-plus sports coupe fills the void left by the Scirocco in VW's lineup and will be billed as a serious German sports car.

see VW, page 57

NHTSA changing truck, van classes

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — NHTSA has proposed two options, either of which would reclassify cars, trucks and vans. Each would eliminate the Multi-Purpose Vehicle category for sport-utility vehicles.

In announcing the proposed rulemaking with both options, the safety agency said the change would take effect Nov. 1, 1990. The comment period extends until Jan. 17.

NHTSA announced its interest in redefining vehicle types in an advanced notice of proposed rulemaking published last year, and this latest announcement makes it clear the agency will go ahead with the reclassification plan.

NHTSA's reclassification rulemaking was proposed by the Insurance Institute for Highway Safety. The group argued that new and emerging vehicle types, such as minivans, sport trucks and sport-utility vehicles, have made NHTSA's current classification system obsolete. That is because many new vehicles are not being classified as passenger cars, thus avoiding some safety requirements, the insurers said.

The reclassification rulemaking, however, will not immediately change rules for minivans, sport trucks and sport-utility vehicles. Industry lawyers say NHTSA must go through a separate rulemaking each time it broadens an existing safety standard.

The multiple rulemakings are required, the lawyers say, to give vehicle manufacturers enough lead-time to meet the new standards.

The first reclassification option under consideration by NHTSA, called "Option A," would eliminate the current classification of MPV, which now covers most sport-utility vehicles.

In its place, NHTSA would create two new categories. The first new category would be for vans and would cover light-duty vehicles intended to haul cargo. The other new category would be for special-purpose vehicles, which would include recreational vehicles and vehicles intended for on/off-road use.

Sport-utility vehicles and vans designed for passenger transportation would be classified as passenger cars. Pickups would continue to be classified as trucks.

NHTSA said, "Option A represents an attempt to update the existing vehicle classification system by eliminating the MPV category. It attempts to group vehicles in classes primarily according to physical characteristics and to be consistent with current groupings used by the industry and many states."

Option B would also eliminate the MPV category, but it would not establish a van category.

Vehicles now considered MPVs would be reclassified according to whether they are likely to be used primarily for carrying passengers, for carrying cargo or for recreational purposes, NHTSA said.

"Under option B, vehicles designed to transport people would be classed as passenger cars; vehicles designed primarily to transport cargo would be classed as trucks, and vehicles designed for recreational (or) on/off-road use would be classed as special purpose vehicles," according to NHTSA.

In asking for comment on the two classification proposals, NHTSA said it would like each manufacturer to list how its current vehicles would fit under both classification plans. The agency is also seeking suggestions on how it should write technical specifications for the new vehicle categories.

The auto industry is expected to have plenty to say on the reclassification plan because of the agency's past practice of exempting some classes of vehicles from new safety standards.

Under NHTSA's current rules, trucks are not required to meet the side-door-strength safety standard, the rollover protection standard and head-restraint rules required for passenger cars. Trucks are also not required to meet the passive-restraint requirement or the high-mounted center stoplamp rule. MPVs are treated like cars under some safety standards, like trucks under others.

Chrysler's popular minivans are an example of the tough questions the rulemaking poses for some manufacturers. Under current NHTSA definitions, the minivans are trucks. That means Chrysler does not have to meet all the federal safety requirements that apply to passenger cars, even though Chrysler sells most of those vehicles as "family wagons," intended to transport people.

Chrysler also sells its minivans to businesses for commercial use. Those vehicles often are equipped with only the front seats and could easily be described as trucks.

Chrysler must now decide whether it should favor the creation of a van category and whether that category should include both its passenger and commercial minivans, or whether it should support a classification system that might list some minivans as passenger cars and others as trucks.

The Center for Auto Safety and other groups contend that NHTSA is stalling the application of passenger-car safety standards to light trucks and minivans by engaging in unnecessary rulemaking.

The center has called the reclassification rulemaking a "meaningless semantic goosechase."

NHTSA said it disagrees with that description because the rulemaking will help the agency take account of changes in vehicle design and use.

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Chrysler strike ends; jobless fear lingers

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

Workers at Chrysler Motors' St. Louis minivan plant are back on the job after ratifying a local contract, following two earlier rejection votes.

But the settlement, which followed a 15-day strike, has not dispelled workers' anxiety over outsourcing and the resulting job loss. Though outsourcing is a matter for the national bargaining table, the issue figured in two earlier rejection votes. The 70 percent "yes" vote on Oct. 21 by members of UAW Local 110 ended a strike that cost Chrysler 11,250 vehicles and an estimated $3 million a day in profits.

According to George Burr, local president, the pact's main feature is a $1.5 million commitment for facility improvements including air-conditioned break areas. Workers walked off the job during last summer's heat wave, complaining of intolerable heat.

After Chrysler filed suit for an injunction to halt the strike, and after the inclusion of several more items, the contract passed.

"For the most part, everybody's happy," Burr said. "But they have an honest, legitimate concern about outsourcing."

Burr said that the national agreement provides for ways for locals to try to source work inside the company. "But there's not much teeth to that," he said.

UAW international officials have said that outsourcing and subcontracting deterrents and productivity improvement provisions in Big 3 national agreements are beginning to bring work back into General Motors plants. But they have said that the automakers' tendency to outsource and subcontract work continue to pose a challenge.

GM and Ford Motor Co. workers have been covered by the new pact since the fall of 1987, but Chrysler workers ratified the pattern agreement only last May.

Burr said that he planned to work through the union's subcouncils to make outsourcing the No. 1 issue in the national contract talks in 1990.

He said items in the new local contract at St. Louis help secure jobs and may even create more.

Those are: an absentee pool provision to cut the number of temporary workers in the plant; more assignments for UAW janitors; and more vacation allotments per department.

In the final version of the local pact, an excused advance program was expanded.

AUTOCROSS: *Olds prospects race clock in dealer's Quad 4 test runs*

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

SOUTHFIELD, Mich. — As Jim Muir stands in a parking lot and tries to control his enthusiasm, W. N. "Bill" Bleau, armed with a videocam recorder, aims to save the moment for posterity.

The "moment" is the first-ever Oldsmobile Quad 4 Autocross Challenge, in which a half-dozen Quad 4-equipped Cutlass Calais sedans cut through a pylon course, one at a time, in a race against time.

The event was sponsored earlier this fall by Muir, president of Jim Muir Oldsmobile-GMC Truck of Sterling Heights, Mich., who is also a member of the Detroit region of the Sports Car Club of America, a racing sanctioning body.

As the dealership's incentives manager, Bleau is doing more than chronicling the autocross as if it were a home movie. His interest lies in using grass-roots motorsports, like this SCCA Solo I autocross, to educate potential customers to the Olds Calais with the Quad 4 engine.

"We are the quiet winners of GM," said Bleau, referring to some of Olds' motorsports participation in SCCA and drag-racing events. Bleau said autocrossing might be one way to increase the quiet winners' sales volume.

With this sanctioned and supervised motorsports event, Muir has pre-registered and qualified some 160 potential Olds owners. This autocross will allow those potential customers a one-of-a-kind test drive.

General Motors and motorsports are not new to each other. But when consumers think of Oldsmobile, racing is not the first thing that comes to mind. Muir and Bleau think that should change.

With Olds' recent advertising strategy change — including the "It's Not Your Father's Oldsmobile" tagline as well as the "The New Generation of Oldsmobile" advertising theme — autocrossing might prove to be one way to reach younger buyers.

Muir said "it would be gravy" to sell a Calais based on this autocross test drive.

"The guys with the Honda CRXs and Alfa Romeo Spyders and Porsches are going to see this Calais with the Quad 4 be competitive. That's when they or their wives might just take a more serious look at owning one," he said.

Where will the Oldsmobile Quad 4 Autocross Challenge lead? Muir would like to see it become a nationwide, dealer-sponsored event — similar to the annual Oldsmobile Dealer Golf Scramble.

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DOMESTIC SALES

	Oct. 11-20, 1988	Oct. 11-20, 1987
Eagle	1,564	531
Chrysler	6,122	6,817
Plymouth	8,375	5,780
Dodge	13,208	6,781
Chrysler Motors	29,269	19,909
Ford	41,102	30,000
Mercury	12,524	11,616
Lincoln	5,987	4,719
Ford Motor Co.	59,613	46,335
Buick	15,450	12,897
Cadillac	8,845	6,909
Chevrolet	30,482	28,209
Oldsmobile	19,100	13,706
Pontiac	19,209	14,988
General Motors	93,086	76,509
Volkswagen	—	1,143
Honda	9,729	6,600
Nissan	2,040	2,504
Toyota	1,545	1,026
Mazda	913	—
U.S. Industry Total	196,196	154,026

U.S. car sales move up 27% in mid-October

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

An extra selling day and a flurry of incentives helped boost mid-October's sales of U.S.-built cars 27.38 percent over last year's.

U.S.-built car and light-truck deliveries for Oct. 11-20 climbed 28.84 percent to 320,266 vs. 248,573 a year ago.

General Motors' car and light-truck sales jumped 42.68 percent; Chrysler's car-truck total rose 38.94 percent; Ford Motor Co. sold 16.35 percent more vehicles; and Nissan's transplant car-and-truck total rose 9.65 percent.

Mid-month deliveries of U.S.-built cars outpaced last year's 10-day figure by 27.38 percent. Sales totaled 196,196, up from 154,026.

The daily selling rate for cars was 21,800, up 13.23 percent from 19,253. This year's period had nine selling days; last year's had eight.

Chrysler's rebates and cut-rate financing helped raise car sales 47.01 percent. And Ford's allowances of $300 to $1,000 on some 1988s contributed to a 28.66 percent gain.

Although most incentives on 1988 models ended Oct. 10, GM's mid-month sales climbed 21.67 percent above last year's.

Toyota's transplant car deliveries were up 50.68 percent and Honda's rose 47.71 percent. Nissan, however, sold 18.53 percent fewer U.S.-made cars.

Sales of U.S.-built light-trucks topped last year's mid-October period by 31.23 percent.

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Chrysler Motors

Nov. 1 — Dallas Auto Auction, Grand Prairie, Texas; Arena Auto Auction, Chicago; Greensboro Auto Auction, Greensboro, N.C.; Portland Auto Auction, Portland, Ore.; Riverside Auto Auction, Riverside, Calif.; and Hatfield Auto Auction, Hatfield, Pa.

Ford Motor Co.

Nov. 1 — South Seattle Auto Auction, Kent, Wash.

Nov. 2 — Atlanta Auto Auction, Red Oak, Ga.; Wednesday Auto Auction, Obetz, Ohio; Southern California Auto Auction, Fontana, Calif.; Newburgh Auto Auction Inc., Newburgh, N.Y.; and Salt Lake Auto Auction, Salt Lake City.

General Motors

Nov. 1 — A.D.E. of Birmingham, Moody, Ala.; Harrisonburg Auto Auction, Harrisonburg, Va.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Used Car Sales
Auction Averages

October 88	$5,790
Month ago	$5,749
Year ago	$6,001

Model Breakdown
Auction Averages

	OCT 1988	SEPT 1988	AUGUST 1988
1988 ...	$9,933	$9,772	$12,473
1987 ...	$7,808	$7,554	$7,919
1986 ...	$6,412	$6,816	$6,891
1985 ...	$5,698	$5,583	$5,819
1984 ...	$4,122	$4,177	$4,388
1983 ...	$3,304	$3,556	$3,583
1982 ...	$2,652	$2,535	$2,479
1981 ...	$1,765	$1,743	$1,887
Overall Average	$5,790	$5,757	$6,019

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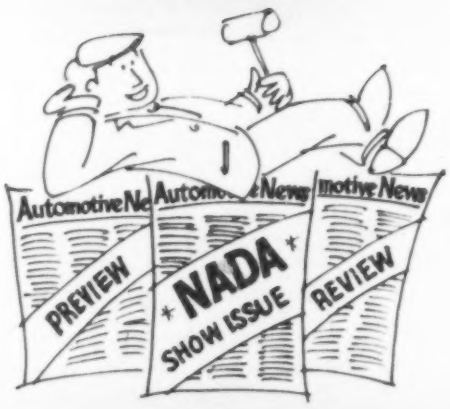

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Big 3 post record sales and profits for 3rd quarter

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

This year's third quarter proved to be the most profitable third quarter ever for the Big 3 automakers. They also racked up record sales for the period.

Ford Motor Co. came within a hair of beating General Motors for the highest profits for the quarter — Ford's were $856.3 million and GM's $859.2 million — though Ford's sales were $7.3 billion lower than GM's.

For the first time, both GM's and Ford's financial subsidiaries claimed that high credit losses on auto loans cut into profits.

Combined earnings for Chrysler Corp., Ford and GM for the third quarter were $1.83 billion, 3 percent more than the record $1.77 billion earned in the third quarter of 1987.

Combined sales for the quarter were $49.8 billion, 14 percent higher than the $44 million posted a year ago. Each of the three automakers reported higher sales.

Earnings improved at Ford and GM, but Chrysler's were off 54 percent, on record sales for the quarter. Chrysler said a number of factors, including cost of materials, eroded its profit.

For the first nine months of 1988, combined profits were $8.2 billion, up 11 percent from $7.4 billion a year ago.

Sales for the nine months totaled $165.4 billion, up 13 percent from $146.9 billion in the year-ago period.

CHRYSLER: Ironically, Chrysler, whose profits sagged in the third quarter, said its financial subsidiary, Chrysler Financial Corp., posted record third-quarter and nine-month earnings.

On the other hand, Ford Motor Credit and General Motors Acceptance Corp. reported lower earnings, based on narrower interest margins and higher credit losses.

Chrysler Corp. blamed its 54 percent decrease in earnings for the third quarter on the cost of sales incentives, a heavier mix of fleet sales and increasing cost of raw materials, labor and employee benefits.

In addition, Chrysler's Newark, Del., assembly plant was down for the entire third quarter, preparing to launch the new Dodge Spirit and Plymouth Acclaim.

Third-quarter profits of $112.5 million fell from last year's $246.0 million for the period.

Third-quarter sales of $7.01 billion, which were 24 percent above last year's $6.17 billion, set a company record for the quarter.

For the first nine months of the year, Chrysler earned $616.6 million, down 34 percent from $939.5 million. Chrysler said this year's earnings were $709.7 million before a $93.1 million provision for plant closings in its Acustar parts subsidiary.

Sales for the nine-month period were up 24.5 percent to $23.17 billion, from $18.6 billion in 1987.

CHRYSLER FINANCIAL: Chrysler Financial Corp. reported its highest-ever third-quarter and nine-month earnings. It attributed the increases to growth in non-automotive operations and lower U.S. income tax rates.

Unlike Ford Credit and GMAC, Chrysler Financial did not report higher credit losses.

Chrysler Financial's third-quarter earnings were $59 million, 21 percent higher than the $49 million earned in the year-ago quarter. Nine-month earnings were $185 million, 12 percent more than the $166 million earned a year ago.

The company said this is the fifth consecutive year in which it has set third-quarter and nine-month earning records.

During the third quarter, Chrysler Credit financed or leased 136,916 new cars and light trucks — 27 percent of the new vehicles sold by Chrysler Motors dealers.

FORD MOTOR CO.: Buoyed by its overseas results, Ford reported third-quarter profits increased 22 percent over a year ago on a 16 percent sales gain, setting Ford records in each category. The profit was a third-quarter industry record for one day — until GM issued its earnings statement.

Ford's profit margin on U.S. sales for the quarter slipped to 4.2 percent from 5.9 percent a year ago, said David N. McCammon, Ford vice president — finance and treasurer.

Companywide profits of $4.1 billion for the first nine months were $483 million shy of Ford's earnings for all of 1987.

Third-quarter profits rose to $856.3 million from $703.2 million in the year-ago quarter.

Worldwide dollar sales were $17.7 billion, $2.5 billion higher than in the third quarter of 1987. Sales for the first nine months totaled $60.9 billion, up 15 percent from $52.9 billion.

In the United States, Ford earned $472 million in the third quarter, down $121 million, or 20 percent, from a year ago. Ford said the decline resulted in part from lower production of high-profit cars due to plant changeover to build the 1989 Ford Thunderbird and Mercury Cougar.

Lower earnings from the company's financial services group also contributed to sagging domestic profits. Though much of the decrease in profitability resulted from the high cost of borrowing, higher credit losses have prompted Ford Credit to re-evaluate the basis on which loans are granted, McCammon said.

Also contributing to the earnings decline in the United States were steady prices for the 1988 model year, higher marketing and product costs, higher materials costs and higher labor costs, McCammon said.

He said the profit-sharing payout to workers will be down somewhat for 1988, though it will be the second-highest payout. The average payment was $3,700 in 1987.

Outside the United States, Ford earned $384 million in the third quarter, more than triple the $110 million earned last year. Overseas sales contribute about 36 percent of the total but 45 percent of the profits, McCammon said.

Europe was Ford's strongest profit center outside the United States, but the most dramatic improvements were made in Latin America, where in 1987, substantial losses were recorded by Autolatina, Ford's joint venture with Volkswagen.

FORD CREDIT: Ford Motor Credit Co. reported net income for the third quarter of $134.4 million, down 22 percent from $172.3 million in the year-ago quarter. Lower interest margins and higher credit losses were only partially offset by a higher volume of finance receivables, higher insurance income and a lower U.S. income tax rate.

During the third quarter, Ford Credit financed 441,000 vehicles in the United States, up from 575,000 in the year-ago quarter when low-rate financing programs were offered. It financed 31 percent of all new cars and trucks sold by Ford dealers in the United States — the same as in the second quarter.

Nine-month profits were $505.4 million, down from the record $560.7 million for the same period in 1987.

GENERAL MOTORS: GM reported a record third-quarter profit of $859 million, a 6 percent increase over the $812.3 million reported for the year-ago quarter.

Sales for the quarter totaled $25.0 billion, 11 percent higher than the $22.6 billion reported for the year-ago quarter.

GM said that, on a comparable basis, before accounting changes in amortization that resulted in boosting net profit in the year-ago quarter, earnings for that period were $421 million.

GM said that increased unit volume and operating performance improvements in North America contributed to the earnings increase. As part of its four-year cost-reduction program, the company cut $3.8 billion in the first nine months of 1988, compared with $3.7 billion for all of 1987.

Overseas sales and earnings are exceeding 1987's record levels, GM said. Vehicle sales overseas were 13.6 percent above 1987 in the third quarter, outpacing the growth in U.S. retail sales, which were up 3.5 percent.

For the nine months, retail sales of cars in the United States were slightly ahead of 1987, while truck sales were 12 percent greater. Overseas, the gain was 6.9 percent over the year-ago period.

Analyst Maryann Keller, vice president at Furman Selz Mager Dietz & Birney, said that though GM was once only marginally profitable in Europe, it will make about $2 billion there this year.

"There's a very simple explanation for GM's success in Europe," she said. "They brought their costs down and they have great cars."

GM-Europe last year accounted for 35 percent of GM's profits.

For the first nine months, GM earnings were $3.46 billion, up 27 percent from $2.72 billion in the year-ago period.

Sales for the nine months totaled $81.4 billion, up 8 percent from last year's $75.4 billion.

GMAC: GMAC's third-quarter earnings of $241.9 million were 26 percent below the $325 million for the year-ago period.

The company reported the decrease was due primarily to the higher cost of borrowing money vs. the lower cost to its customers of medium- and long-term debt. But it also said higher losses and loss provisions contributed to the decline.

It also reported a decrease in the number of vehicles financed and a decrease in the dollar volume of installment loans and leases.

GMAC financed or leased 496,000 new vehicles in the United States in the third quarter, down 42 percent from the year-ago quarter, which included a factory incentive program.

GMAC financed 137,000 new vehicles outside the United States during the quarter, compared with 132,000 a year ago.

The subsidiary did $10.6 billion in financing in the third quarter, down 30 percent from the $15.2 billion last year.

GMAC earned $930.2 million in the first nine months of 1988. The company said those profits were second only to the record $1.22 billion earned in the year-earlier period.

HUGHES ELECTRONICS: GM Hughes Electronics Corp., GM's subsidiary including Hughes Aircraft Co. and Delco Electronics Corp., achieved record earnings in the third quarter and first nine months on a slight increase in sales.

The company earned $180 million during the third quarter, up 5 percent from $171 million a year ago. Sales for the third quarter were $2.6 billion, up 4 percent from $2.5 billion.

In the third quarter, sales to GM were $780 million, up from $664 million a year ago. Sales to outside customers also rose — to $1.83 billion from $1.81 billion in last year's third quarter.

For the first nine months, the subsidiary reported earnings of $633 million, 21 percent more than $524 million last year.

Sales for the first nine months were $8.2 billion, 5 percent above $7.8 billion last year.

EDS: Electronic Data Systems Corp., GM's computer and communications services subsidiary, earned $95.9 million in the third quarter, up 17 percent from $82.3 million a year ago.

Sales for the quarter were up 9 percent to $1.22 billion from $1.13 billion last year.

Earnings for the first nine months were $280.7 million, up 28 percent from $218.9 million.

For the first nine months, sales were $3.54 billion, up 9 percent from $3.24 billion in 1987.

Sales to GM and its subsidiaries in the third quarter were down 2 percent to $709.5 million from $720.5 million in the comparable quarter a year ago. Sales to GM were also down 2 percent for the first nine months, to $2.12 billion from $2.16 billion.

BIG 3 RESULTS

THIRD QUARTER
(In millions of dollars)

	1988		1987	
	SALES	PROFIT	SALES	PROFIT
Chrysler Corp.	$ 7,014.0	$ 112.5	$ 6,168.6	$ 246.0
Ford Motor Co.	$ 17,728.7	$ 856.3	$ 15,246.9	$ 703.2
General Motors	$ 25,041.3	$ 859.2	$ 22,806.9	$ 812.3
TOTAL	$ 49,784.0	$1,828.0	$ 44,822.3	$1,761.5
NINE MONTHS				
Chrysler Corp.	$ 23,174.5	$ 616.6	$ 18,618.1	$ 939.5
Ford Motor Co.	$ 60,859.2	$4,142.3	$ 52,885.5	$3,693.0
General Motors	$ 81,378.6	$3,458.0	$ 75,483.6	$2,715.1
TOTAL	$165,412.3	$8,216.9	$146,399.2	$7,347.6

Nissan operating profit increases 35%

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Riding on a 15 percent increase in domestic sales, Nissan Motor Co. reported an operating profit of 31.6 billion yen ($243 million) for the first half of its fiscal year, ended Sept. 30, an increase of 34.9 percent over the previous year.

Net income was up 27.7 percent to 28.3 billion yen ($217.6 million). In addition to rising sales, Atsushi Muramatsu, Nissan's executive managing director, finance, said the numbers reflect the move toward higher-priced models in the Japanese market. It also marked Nissan's change in emphasis toward its home market for profits rather than relying on exports.

Domestic sales accounted for 60.6 percent of revenue, up from 46.3 percent the previous year.

Muramatsu said the 60 percent ratio was more than expected, because domestic sales were higher than expected. But he said it also reflects Nissan's intention to put more emphasis on the domestic market, so that it would represent more than 50 percent of output. A smaller emphasis on exports would reduce the company's vulnerability to exchange-rate losses.

He said exports have declined over the past year from 620,000 units to 487,000. Part of that decline was offset by local production in transplant operations.

Muramatsu said the company lost 25 billion yen ($192 million) on the exchange rates, part of the 72 billion yen total loss on exports, which included increased marketing costs. Those losses were offset by savings of 80 billion yen ($615 million) from reduced supplier costs.

The second half of the fiscal year should indicate a substantial increase in exports to the United States, according to Muramatsu. He said the decline last year reflected the lack of new models available. He said, as of this September, the inventory in the United States had been reduced to 50 days' supply, and the new models, Maxima and 240-SX, are receiving a favorable response, leading to company expectations of a significant increase.

Nissan's domestic market share increased from 23.1 percent to 23.4 percent in the first half of the fiscal year. Muramatsu said the company is now confident the decline in share that started in 1982 has been checked.

Forecasts for the full fiscal year call for net income of 60 billion yen ($461.5 million), and an operating profit of 100 billion yen ($769 million), Muramatsu said.

Correction

General Tire supplies Nissan's Smyrna, Tenn., plant with passenger car tires for the Sentra (Automotive News, Oct. 24, 1988). Bridgestone tires are being considered as a replacement for Firestone tires on Nissan's pickup trucks produced at that plant.

Secret-warranty letter a fraud, Toyota says

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Toyota Motor Sales U.S.A. is claiming that a letter purporting to describe secret warranty policies on as many as 41 different defects on Toyota automobiles is a fraud, and that other documents now under investigation by NHTSA are not what they appear to be.

NHTSA is investigating a 12-page document leaked to the Detroit News that purportedly describes secret warranties for 41 components on a variety of 1981-1986 Toyotas. The Washington-based Center for Auto Safety has petitioned the Federal Trade Commission to examine the documents, but the FTC has yet to respond to the center's request.

Michael Brownlee, NHTSA director of defect investigation enforcement, wrote Toyota asking if the documents constitute a secret warranty and if so, why that data has not been filed with the agency.

"We have several concerns about the document if it has been characterized correctly to us," Brownlee wrote Oct. 12. "First, we are concerned that the documents included may be required to be submitted to this office under the terms of 49CFR. 573.8 (a federal law requiring the disclosure to NHTSA of any warranty changes related to abnormal wear of vehicle parts). We are also concerned that many of the repairs cited in the documents may deal with safety-related issues."

Brownlee's office asked Toyota to explain why the documents were not filed with NHTSA as required by law, and why each repair cited in the documents might be necessary. NHTSA also wants an explanation of a document titled Japan Appeal Claim Guidelines, dated September 1987.

Contacted about the NHTSA letter, a Toyota spokesman said "we have received NHTSA's letter and are evaluating how we will respond." Referring to a letter included in the 12 documents that describes the list of vehicles and components as a "secret warranty" listing, the spokesman said "we do not know the source of that letter, but we do know the letter is fraudulent. It was not written as an official document of Toyota to anyone at Toyota. We have no secret warranties."

He said the list of components described as warranty items for Toyota automobiles is for use under Toyota's Intercorporate Transfer Policy. He said this was a way for Toyota Motor Sales to seek reimbursement from Toyota Motor Corp. for repair claims filed by dealers. The spokesman said it is common for dealers to make case by case decisions on customer complaints, in consultation with Toyota's regional office. He said the list NHTSA has reflects decisions made at the local level and not a companywide policy.

"It all goes back to consumer satisfaction. We allow dealers to cover some items to keep the customer happy," the spokesman said.

SUPPLIERS

FROM PAGE 1

simply hasn't happened."

Landesman said the transplants have typically assumed they would draw domestic sales away from U.S. competitors by producing better-quality parts at lower prices. But an evolution in Detroit's supplier philosophy during the past five years has put less emphasis on low pricing and more on technology transfer and long-term supplier relationships, he said.

"They came into the market perceiving the U.S. competition as fat and old," Landesman said. "To their surprise, the industry has moved very aggressively into world-class cost and quality. It's a much stronger domestic industry today than five years ago, with new focus on marketing, cost control and modernization.

"At the same time, Detroit is restructuring and consolidating its supplier base. The selection process is changing. Domestic companies are realizing that there's more benefit to a long-term supplier relationship than previously met the eye. The cost of dumping a supplier to save a penny on a part can be greater than the financial savings.

"In short, they just haven't been able to crack the domestic supply market as they thought they would," he said.

Kearney estimates there are now 132 Japanese-based parts suppliers manufacturing in the United States. The survey is based on information from 93 of them.

The study concludes that the transplants faring best are those that have altered their strategy by either entering joint ventures with U.S. firms or broadening their sales plans to include the automotive aftermarket. Although half of the 93 suppliers in the survey had considered entering the aftermarket segment, only 15 had made the move and 11 of those said they've been successful.

The traditional difficulty that Japanese suppliers have had in penetrating the U.S. aftermarket further underscores the importance of joint-venture arrangements, according to Landesman.

The study found that more than half of the 94 Japanese suppliers that entered the U.S. market since 1985 did so by way of a joint-venture with a domestic company. Prior to 1985, only 14 joint ventures had been recorded.

The study also advises Japanese firms viewing U.S. operations to include exports to Japan and Europe as part of sales projections, to expand transplant-directed product lines into areas not traditionally supplied to OEMs in Japan and to target sourcing opportunities where the Japanese have desirable technology that is not available from existing domestic suppliers.

"The Japanese companies have faced a rude awakening. U.S. firms aren't going to replace their existing suppliers any more unless there's a very good reason," Landesman said.

"One very strong reason now is technology transfer. If one company can offer another access to a market or a technology it was missing out on, joint ventures can be the way to go. Both sides can win. The Japanese supplier gains access to the Big 3; the U.S. supplier gains access to the transplants.

"Without that, Japanese suppliers are probably going to have as much trouble penetrating this market as American producers have had penetrating Japan."

U.S. CAR OUTPUT, MODEL YEAR 1988 vs. 1987

	1988 Model Year	Pct. of Output	1987 Model Year	Pct. of Output	Pct. of Change '88 vs. '87
Alliance	0	0.00	36,336	0.49	−0.49
Total Eagle	0	0.00	36,336	0.49	−0.49
Horizon	96,997	0.97	186,859	2.26	−1.29
Sundance	97,488	1.41	93,696	1.27	+0.14
Reliant	138,091	2.00	118,604	1.61	+0.39
Caravelle	22,089	0.32	48,096	0.65	−0.33
Gran Fury	11,434	0.17	16,561	0.22	−0.06
Total Plymouth	336,070	4.87	443,806	6.01	−1.14
LeBaron K	29,091	0.42	63,099	0.86	−0.43
LeBaron J	86,540	1.25	75,449	1.02	+0.26
LeBaron GTS	19,408	0.28	44,013	0.60	−0.32
N. Yorker E-Class	9,805	0.14	73,936	1.00	−0.86
N. Yorker C-Class	82,618	1.20	0	0.00	+1.20
Fifth Avenue	49,029	0.71	104,247	1.41	−0.70
Total Chrysler	276,287	4.00	360,613	4.89	−0.86
Omni	84,749	0.94	152,931	2.07	−1.14
Daytona	74,882	1.08	37,272	0.51	+0.58
Shadow	102,610	1.49	93,222	1.26	+0.22
Aries	123,539	1.79	111,811	1.52	+0.27
Dodge 600	21,221	0.31	45,118	0.61	−0.30
Dynasty	66,143	0.96	0	0.00	+0.96
Lancer	13,329	0.20	28,731	0.39	−0.19
Diplomat	20,708	0.30	32,841	0.45	−0.15
Total Dodge	499,645	7.06	501,926	6.81	+0.29
CHRYSLER MOTORS	1,104,002	15.99	1,342,661	18.20	−2.21
Escort	422,095	6.11	337,323	4.57	+1.54
Mustang	211,225	3.06	155,146	2.10	+0.90
Tempo	163,409	2.37	177,409	2.41	−0.04
Taurus	367,577	5.61	374,763	5.08	+0.53
Thunderbird	147,243	2.13	128,135	1.74	+0.40
Total Ford Div.	1,331,489	19.29	1,176,776	15.96	+3.33
Lynx	0	0.00	35,372	0.48	−0.48
Topaz	85,412	0.85	53,936	0.73	+0.11
Cougar	119,182	1.73	104,528	1.42	+0.31
Sable	121,295	1.76	121,313	1.64	+0.11
Total Mercury	296,859	4.33	315,147	4.27	+0.06
Continental	41,287	0.60	17,597	0.24	+0.36
Mark VII	38,259	0.55	15,285	0.21	+0.35
Lincoln	201,113	2.91	76,483	1.04	+1.88
Total Lincoln	280,659	4.07	109,365	1.48	+2.58
Total L-M Division	578,518	8.38	424,513	5.76	+2.64
FORD MOTOR CO.	1,911,007	27.68	1,601,288	21.71	+5.98
Skyhawk	29,134	0.42	46,664	0.63	−0.21
Skylark/Somerset	54,792	0.79	80,206	1.09	−0.29
Century	113,258	1.64	184,178	2.50	−0.86
Regal (rwd)	10,635	0.15	65,287	0.89	−0.73
Riviera	8,625	0.12	15,223	0.21	−0.09
Electra	91,913	1.33	90,041	1.22	+0.11
LeSabre (fwd)	136,044	1.97	154,331	2.09	−0.12
LeSabre (rwd)	9,859	0.14	12,799	0.17	−0.03
Reatta	4,708	0.07	0	0.00	+0.07
Total Buick	458,768	6.65	648,689	8.80	−2.15
Cimmaron	6,454	0.09	14,561	0.20	−0.10
Eldorado	33,210	0.48	17,775	0.24	+0.24
Seville	22,988	0.33	18,578	0.25	0.08
Brougham (rwd)	53,130	0.77	65,504	0.89	−0.12
Deville (fwd)	152,513	2.21	162,796	2.21	+0.00
Allante	2,589	0.04	3,366	0.05	−0.01
Total Cadillac	270,844	3.92	232,582	3.83	+0.09
Chevette	0	0.00	46,208	0.63	−0.63
Cavalier	322,909	4.68	346,254	4.69	−0.02
Camaro	96,275	1.39	137,760	1.87	−0.47
Celebrity	197,289	2.86	290,814	3.94	−1.08
Corsica/Beretta	377,764	5.47	225,000	3.05	+2.42
Monte Carlo	30,174	0.44	79,045	1.07	−0.63
Caprice	189,088	2.74	228,501	3.10	−0.36
Corvette	22,789	0.33	30,832	0.42	−0.09
Total Chevrolet	1,236,318	17.91	1,384,214	18.76	−0.85
Calais	110,276	1.60	117,010	1.59	+0.01
Firenza	12,260	0.18	25,828	0.35	−0.17
Cutlass Ciera	21,820	0.31	170,488	2.31	−2.00
Cutlass Supreme	94,723	1.37	0	0.00	+1.37
Cutlass Supreme Classic	27,678	0.40	69,578	0.94	−0.54
Toronado	18,496	0.24	15,040	0.20	+0.04
88 (fwd)	160,913	2.33	170,432	2.31	+0.02
88 (rwd)	11,114	0.16	17,742	0.24	−0.08
Olds 98	79,935	1.16	84,762	1.15	+0.01
Total Oldsmobile	535,015	7.75	670,880	9.10	−1.35
Acadian	0	0.00	7,751	0.11	−0.11
Pontiac 1000	0	0.00	5,628	0.08	−0.08
Sunbird	93,894	1.36	106,769	1.45	−0.09
Grand Am	235,371	3.41	244,728	3.32	+0.09
Firebird	82,467	0.99	88,823	1.20	−0.30
Grand Prix	86,357	1.25	0	0.00	+1.25
Pontiac 6000	61,446	0.89	86,972	1.18	−0.29
Bonneville	108,580	1.57	123,815	1.68	−0.11
Safari/Parisienne	6,[illegible]	0.09	13,422	0.18	−0.09
Fiero	26,402	0.38	46,581	0.63	−0.25
Total Pontiac	680,714	9.86	724,289	9.82	+0.04
GENERAL MOTORS	3,181,667	46.09	3,710,854	50.31	−4.22
HONDA	358,274	5.19	309,534	4.20	+0.99
Civic	97,859	1.42	92,061	1.25	+0.17
Accord	260,415	3.77	217,473	2.95	+0.82
MAZDA	106,616	1.53	0	0.00	+1.53
NISSAN	91,281	1.32	137,427	1.86	−0.54
NUMMI	112,034	1.62	197,375	2.68	−1.06
Corolla	40,918	0.59	42,480	0.58	+0.02
Nova	71,116	1.03	154,895	2.10	−1.07
VOLKSWAGEN	39,647	0.57	76,400	1.04	−0.46
Golf/GTI	25,697	0.37	62,642	0.85	−0.48
Jetta	13,950	0.20	13,758	0.19	+0.02
Total Cars, U.S.	6,903,518	100.00	7,375,368	100.00	

[illegible] Passenger models.

Model-year car output is 5-year low

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers built 6,903,518 cars during the 1988 model year, the lowest total since 1983, when 5,768,893 units were assembled as the industry was recovering from the recession.

But in 1983, foreign-based companies accounted for only 1.85 percent of U.S. car output; last year, the transplants' share rose to 10.24 percent.

The 1988-model-year build was 6.40 percent below 1987's 7,375,359. Only Ford Motor Co. and Honda of America Manufacturing showed gains.

Ford's output of 1,911,007 cars was 19.34 percent more than the 1,601,288 built in the previous model year.

Part of its increase was due to the success of the new front-wheel-drive Lincoln Continental and increased output of Escort and Mustang. Another contributor was a longer model run in 1988 for some Lincolns. Government-mandated corporate average fuel economy standards also figured into the shortened season for the big cars in 1987.

Honda posted a year-to-year increase of 15.75 percent, building 358,274 in the 1988 model year vs. 309,534 in 1987.

General Motors reported output of 3,181,657 cars in 1988, 14.26 percent below the year-earlier total of 3,710,654, despite the addition of 181,080 of its new mid-sized GM10 cars, Pontiac Grand Prix and Cutlass Supreme. GM had another newcomer in the 1988 model year, the low-volume Buick Reatta.

The only GM model lines showing drastic declines were the A-body Oldsmobile Cutlass Ciera, with an output loss of about 149,000 units, and Chevrolet Celebrity, down approximately 94,000.

Both lines were built at the Framingham, Mass., plant, which was shut down for about six months because of slow sales. Also, more of the Celebrity and Cutlass Ciera output was switched to Canada.

Nissan Motor Manufacturing Co. U.S.A. reported model-year assembly of 91,281 cars, down 33.58 percent from 1987's 137,427. Nissan slowed car output at its Smyrna, Tenn., plant several times to increase its truck output.

New United Motor Manufacturing Inc., the GM-Toyota joint venture in Fremont, Calif., assembled 112,034 cars in the model year, 43.24 percent below the 197,375 built in the 1987 model year. NUMMI cut production of the Chevrolet Nova due to slow sales.

Volkswagen of America first slowed its Jetta and Golf output during 1988, then closed its U.S. operations in July due to slow sales. VW reported production of 39,647 cars in the 1988 model year, 48.11 percent below the prior year's 76,400.

Mazda Motor Manufacturing (U.S.A.) began production during the 1988 model year at Flat Rock, Mich. It built 105,616 Mazda MX-6 and Ford Probe models in its first year.

Although the industry defines the model year as Oct. 1 through Sept. 30 for sales purposes, assembly plants start and end model-year production at varying times. The figures reported by Automotive News are the actual number of 1988 models built, no matter when they came off the line.

PRODUCTION

Car output holds steady at 160,036

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers scheduled production of 160,036 units last week, 1.33 percent below the previous week's 162,190 and slightly below (0.14 percent) the year-ago week's 160,254.

So far this year, 5,859,584 cars have been built, 1.67 percent fewer than the 5,959,401 completed last year at this point.

Companies split last week's targeted output as follows: General Motors, 53.73 percent; Ford Motor Co., 23.01 percent; Chrysler Motors, 13.68 percent; Honda of America Manufacturing Inc., 4.62 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.06 percent; Nissan Motor Manufacturing Co. U.S.A., 1.28 percent; and New United Motor Manufacturing Inc., 0.62 percent.

Last week's estimated truck output totaled 87,749 units, 7.15 percent more than the prior week's 81,892 and 12.00 percent more than the year-ago week's 78,350.

Year-to-date, 3,431,887 trucks have been assembled, 6.99 percent more than the 3,207,761 built last year at this time.

Chrysler's Newark, Del., plant resumed output Oct. 18 after a 16-week shutdown for model changeover. About 2,000 hourly workers were called back to assemble the new Plymouth Acclaim and Dodge Spirit models.

Previously, Newark built Chrysler Town and Country station wagons and Chrysler LeBaron four-door sedans.

The strike at Chrysler's St. Louis truck plant was settled Oct. 21 and workers returned to work last Monday. The company lost output of approximately 11,250 Dodge and Plymouth stretch minivans during the 15-day walkout.

Overtime was slated last Saturday at the following GM plants: Lansing, Mich.; Lordstown, Ohio; Wentzville, Mo.; Linden, N.J.; Wilmington, Del.; Fort Wayne, Ind.; Moraine, Ohio; and Pontiac West in Pontiac, Mich.

Ford has scheduled daily overtime this week at all of its plants except the St. Louis truck facility.

Last Saturday, Ford slated overtime at its Kansas City, Mo.; Norfolk, Va.; and Lorain, Ohio, plants.

Canada also on even keel

Last week's targeted Canadian auto production of 21,959 was a few units below the previous week's 21,978 but was 4.78 percent more than the year-ago week's 20,957.

Year-to-date, 882,726 cars have been assembled, 37.69 percent more than the 641,084 built last year at this point.

Truckmakers scheduled output of 21,555 units last week, a bit (0.96 percent) above the prior week's 21,351 and 16.99 percent more than the year-ago week's 18,424.

So far this year, 767,784 trucks have been completed, 12.72 percent more than the 681,113 built last year at this time.

U.S. CAR	Week Ended Oct. 29, 1988	Week Ended Oct. 31, 1987	Week Ended Oct. 22, 1988	Oct. to Date	Jan. 1 to Oct. 29, 1988	Jan. 1 to Oct. 31, 1987
Alliance	0	0	0	0	0	15,994
Total Eagle	0	0	0	0	0	15,994
Horizon	1,500	790	1,574	6,175	67,526	38,101
Sundance	2,100	1,670	2,203	8,782	86,073	76,517
Reliant	1,800	3,835	2,246	8,497	75,156	108,541
Acclaim	200	0	175	375	375	0
Caravelle	0	552	0	0	9,265	38,033
Gran Fury	200	177	396	1,018	17,825	5,884
Total Plymouth	5,800	7,024	6,594	24,845	256,220	287,076
LeBaron K	0	940	0	0	7,912	56,417
LeBaron J	2,200	2,857	2,594	9,518	68,405	99,409
LeBaron GTS	100	778	221	811	7,923	33,584
N. Yorker E-Class	0	0	0	0	0	57,102
N. Yorker C-Class	2,300	1,740	2,222	8,805	87,882	7,364
Fifth Avenue	900	2,335	960	3,803	26,993	55,828
Total Chrysler	5,500	8,650	5,997	22,937	199,115	309,704
Omni	1,500	692	1,526	6,125	66,296	32,989
Daytona	1,700	1,904	1,728	6,709	64,720	54,010
Shadow	2,200	1,830	2,212	8,755	85,219	79,694
Aries	1,800	3,604	2,184	8,361	73,534	100,411
Dodge 600	0	704	0	0	8,549	34,543
Dynasty	2,900	330	2,878	10,906	90,573	1,572
Lancer	200	562	188	686	7,524	20,885
Spirit	100	0	65	165	165	0
Diplomat	200	826	187	1,111	16,143	12,254
Total Dodge	10,600	10,452	10,768	42,818	412,723	336,363
CHRYSLER MOTORS	21,900	26,126	23,359	90,600	868,058	929,137
Escort	9,624	9,297	11,127	41,243	340,702	323,413
Mustang	3,805	4,493	3,808	15,743	168,860	179,759
Tempo	3,374	3,673	4,137	15,621	154,622	115,048
Taurus	8,030	10,411	7,910	31,887	330,336	343,480
Thunderbird	1,210	3,191	894	2,237	93,172	133,045
Total Ford Div.	26,543	31,065	27,876	106,731	1,087,692	1,094,745
Lynx	0	0	0	0	0	21,352
Topaz	1,846	951	1,411	6,235	59,222	37,192
Cougar	1,182	3,195	898	2,214	72,562	117,693
Sable	2,800	2,439	2,773	11,213	112,489	102,497
Total Mercury	5,628	6,585	4,880	19,662	244,273	278,969
Continental	1,549	187	1,530	5,720	43,003	9,859
Mark VII	777	716	768	2,853	22,592	23,664
Lincoln	2,328	2,926	2,293	8,575	104,636	118,531
Total Lincoln	4,654	3,829	4,591	17,148	170,231	152,054
Total L-M Division	10,282	10,414	9,471	36,810	414,504	431,023
FORD MOTOR CO.	36,825	41,479	37,147	143,541	1,502,196	1,525,768
Skyhawk	1,170	850	1,245	4,607	17,970	28,802
Skylark/Somerset	1,565	1,954	1,580	4,931	42,383	55,274
Century	4,890	3,741	4,939	19,105	114,095	134,095
Regal (rwd)	0	730	0	0	0	36,629
Riviera	661	362	672	2,528	8,539	11,030
Electra	3,020	1,962	2,505	10,356	73,114	76,478
LeSabre (fwd)	2,925	2,311	2,954	11,700	113,264	124,176
LeSabre (rwd)	205	282	209	763	8,258	7,795
Reatta	256	0	252	975	8,278	0
Total Buick	14,692	12,172	14,356	54,965	385,901	474,269
Cimmaron	0	242	0	0	3,693	9,874
Eldorado	778	609	771	2,973	29,550	16,627
Seville	590	499	582	2,261	19,097	15,141
Brougham (rwd)	930	1,807	914	3,782	29,049	62,046
Deville (fwd)	4,456	3,429	4,300	16,690	129,140	117,094
Allante	75	50	75	300	1,684	3,920
Total Cadillac	6,831	6,636	6,642	26,006	212,213	224,702
Cavalier	8,095	7,875	8,133	31,144	302,752	259,211
Camaro	2,830	2,589	2,575	11,135	80,036	102,683
Celebrity	4,033	6,166	4,123	15,251	153,398	251,387
Corsica/Beretta	10,686	8,622	10,212	40,610	380,819	284,598
Monte Carlo	0	1,758	0	0	0	61,843
Caprice	4,275	5,269	4,162	17,253	174,872	157,896
Corvette	565	640	550	2,239	19,044	23,627
Total Chevrolet	30,484	32,921	29,755	117,632	1,090,923	1,141,245
Calais	3,235	2,745	3,280	9,473	96,640	97,681
Firenza	0	537	0	0	5,230	11,648
Cutlass Ciera	1,525	915	1,518	5,783	26,126	103,932
Cutlass Supreme	3,533	1,621	3,627	14,380	119,495	64,574
Toronado	331	419	345	1,268	12,834	13,157
88 (fwd)	3,459	3,779	3,833	14,415	131,834	151,101
98 (rwd)	140	448	178	687	9,571	11,980
Olds 98	2,108	2,395	1,759	7,216	61,703	58,301
Total Oldsmobile	14,331	12,859	14,540	53,202	463,433	515,972
Sunbird	2,855	2,428	2,892	10,954	91,286	72,422
Grand Am	6,000	5,063	6,130	23,339	202,103	209,332
Firebird	1,415	1,349	1,517	6,289	53,720	66,744
Grand Prix	4,060	0	4,000	16,060	118,227	0
Pontiac 6000	2,215	1,337	3,113	11,582	76,797	62,241
Bonneville	2,971	3,012	3,507	12,950	100,019	110,064
Safari/Parisienne	110	104	105	410	6,548	8,140
Fiero	0	1,099	0	0	13,297	26,790
Total Pontiac	19,626	14,392	21,264	81,584	661,999	555,733
GENERAL MOTORS	85,964	78,980	86,557	333,389	2,814,469	2,911,921
HONDA	7,400	6,643	7,069	29,317	306,997	272,055
Civic	2,520	1,536	2,403	10,174	90,689	75,653
Accord	4,880	5,107	4,666	19,143	216,308	196,402
MAZDA†	4,895	250	5,555	21,611	123,765	1,287
NISSAN	2,052	1,320	1,640	9,445	93,919	103,962
NUMMI	1,000	3,597	863	2,846	114,183	162,817
Corolla	1,000	1,057	863	2,846	43,613	35,813
Nova	0	2,540	0	0	70,567	127,004
VOLKSWAGEN	0	1,859	0	0	35,997	52,454
Golf/GTI	0	1,159	0	0	30,444	40,011
Jetta	0	700	0	0	5,553	12,443
Total Cars, U.S.	160,036	160,254	162,190	630,749	5,859,584	5,959,401
Total Cars, Canada	21,959	20,957	21,978	81,274	882,726	641,084
U.S., Canada Cars	181,995	181,211	184,168	712,023	6,742,310	6,600,485
U.S., Canada Cars and Trucks	291,299	277,985	287,411	1,124,660	10,941,981	10,489,359

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Oct. 29, 1988	Week Ended Oct. 31, 1987	Week Ended Oct. 22, 1988	Oct. to Date	Jan. 1 to Oct. 29, 1988	Jan. 1 to Oct. 31, 1987
Eagle	0	—	0	0	0	—
Premier	1,275	—	1,312	4,652	50,007	—
CHRYSLER MOTORS	1,275	1,237	1,312	4,652	50,007	5,711
Escort	0	—	0	0	0	—
Lynx	0	—	0	0	0	—
Tempo	3,265	—	3,415	12,507	144,432	—
Topaz	1,631	—	1,751	6,359	56,821	—
Crown Victoria	2,773	—	2,790	10,573	106,717	—
Grand Marquis	2,987	—	2,951	11,169	108,503	—
FORD MOTOR CO.	10,656	8,430	10,907	40,608	416,473	357,109
Celebrity	606	—	587	2,221	17,562	—
Cutlass Ciera	3,442	—	3,331	12,344	190,084	—
Cutlass Supreme	0	—	0	0	0	—
Grand Prix	0	—	0	0	0	—
Pontiac 6000	0	—	0	0	29,690	—
Regal	4,400	—	4,352	16,332	136,269	—
GENERAL MOTORS	8,448	10,853	8,270	30,397	373,605	258,154
Civic	1,400	—	1,309	4,897	35,655	—
Accord	0	—	0	0	1,828	—
HONDA	1,400	437	1,309	4,897	37,483	12,121
VOLVO	180	0	180	720	5,158	7,988
Total Cars, Canada	21,959	20,957	21,978	81,274	882,726	641,084

U.S. TRUCK☆	Week Ended Oct. 29, 1988	Week Ended Oct. 31, 1987	Week Ended Oct. 22, 1988	Oct. to Date	Jan. 1 to Oct. 29, 1988	Jan. 1 to Oct. 31, 1987
Caravan	2,300	—	0	3,083	75,671	—
Dakota	2,300	—	2,444	9,511	90,076	—
Mini-Ram Van	150	—	0	240	10,312	—
Pickups	2,300	—	2,438	9,502	68,580	—
Total Dodge	7,050	9,203	4,882	22,336	244,639	252,098
Cherokee	4,500	—	4,567	17,483	154,201	—
Commanche	900	—	917	3,424	37,451	—
Grand Wagoneer	300	—	350	1,359	11,552	—
Pickups	0	—	0	0	0	—
Wagoneer	200	—	208	895	9,113	—
Total Jeep	5,900	4,670	6,042	23,161	212,317	187,689
Voyager	2,100	—	0	2,808	70,511	—
Total Plymouth	2,100	—	0	2,808	69,876	—
CHRYSLER MOTORS	15,050	13,873	10,924	48,305	523,921	439,787
Aerostar	3,508	—	5,613	18,948	174,110	—
Bronco	1,032	—	959	3,961	45,161	—
Bronco II	2,494	—	1,785	5,629	100,361	—
Econoline	5,563	—	5,807	22,307	201,413	—
Heavy trucks	1,309	—	1,258	5,043	54,799	—
Light trucks	10,521	—	8,789	40,672	409,567	—
Ranger	4,586	—	2,865	13,827	271,662	—
Total Ford Div.	29,003	32,682	26,876	110,387	1,257,093	1,239,586
FORD MOTOR CO.	29,003	32,682	26,876	110,387	1,257,093	1,239,586
Astro	3,187	—	4,085	15,077	147,593	—
Blazer	510	—	638	2,228	22,014	—
Mediums/Heavies	370	—	485	1,585	16,815	—
P-Model	914	—	969	3,759	34,843	—
Pickups	9,255	—	8,743	36,230	302,638	—
S-10	6,504	—	5,943	25,775	254,913	—
S-10 Blazer	3,970	—	4,248	16,086	141,288	—
Sportsvan/Van	2,216	—	2,200	8,452	80,534	—
Suburban	1,444	—	1,426	6,390	58,833	—
Total Chevrolet	28,670	17,285	28,737	115,584	1,059,471	955,528
Jimmy	184	—	197	837	6,452	—
Mediums/Heavies	580	—	623	2,328	30,563	—
P-Model	106	—	70	366	4,529	—
Pickups	2,760	—	2,720	10,698	92,682	—
S-15	1,591	—	1,575	5,689	57,857	—
S-15 Jimmy	1,149	—	1,324	4,556	39,880	—
Safari	898	—	1,085	4,045	37,861	—
Suburban	638	—	1,076	2,790	26,217	—
Vandura/Rally Vans	898	—	715	2,743	28,658	—
Total GMC	8,604	6,912	9,385	34,052	324,699	321,330
GENERAL MOTORS	37,274	24,197	38,122	149,636	1,384,170	1,276,858
NAVISTAR	1,810	1,636	1,848	7,377	72,196	62,117
NISSAN	1,862	3,212	1,372	5,980	76,807	76,403
AM GENERAL*	450	450	450	1,800	19,280	13,950
MISCELLANEOUS*	2,300	2,300	2,300	9,200	98,440	99,060
Total Trucks, U.S.	87,749	78,350	81,892	332,585	3,431,887	3,207,761

CANADIAN TRUCK	Week Ended Oct. 29, 1988	Week Ended Oct. 31, 1987	Week Ended Oct. 22, 1988	Oct. to Date	Jan. 1 to Oct. 29, 1988	Jan. 1 to Oct. 31, 1987
Caravan	3,060	—	3,064	11,554	117,115	—
Mini-Ram Van	204	—	205	796	10,337	—
Ram Wagon	768	—	784	2,874	21,970	—
Ram Van	2,052	—	2,121	8,091	59,836	—
Total Dodge	6,084	8,193	6,154	23,315	209,258	325,897
Voyager	2,880	—	2,891	10,952	106,080	—
Total Plymouth	2,880	—	2,891	10,952	106,080	—
Wrangler	1,248	—	1,280	4,432	42,[illegible]	—
Total Jeep	1,248	731	1,280	4,432	4[illegible]	29,702
CHRYSLER MOTORS	10,212	8,924	10,305	38,699	357,671	355,599
FORD MTR. (lt. trks.)	3,648	3,507	3,514	13,624	134,593	124,537
Light trucks	3,591	—	3,536	12,647	128,127	—
Vans	1,562	—	1,530	5,662	49,431	—
Total Chevrolet	5,153	—	5,066	18,309	177,558	—
Light trucks	1,689	—	1,577	6,032	63,557	—
Vans	583	—	615	2,255	24,751	—
Total GMC	2,272	—	2,192	8,287	88,308	—
GENERAL MOTORS	7,425	5,761	7,258	26,596	265,866	192,865
NAVISTAR	270	232	274	1,033	9,654	8,112
Total Trks., Canada	21,555	18,424	21,351	79,952	767,784	681,113
U.S., Canada Trks.	109,304	96,774	103,243	412,537	4,199,671	3,888,874

—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.